

# Construction Focal Points

## Why focus on the Construction Market?

Let me guess, your first reaction is, "our economy is struggling, new construction is slow and companies in the construction industry are not purchasing promotional products." You may be surprised to find, it is a perfect time to promote the construction industry! It is estimated that there are over two-million companies in the construction industry located in the United States. The construction industry can be broken down into three segments: construction or building contractors, heavy and civil engineering contractors and specialty trade contractors. Within these three segments are builders, carpenters, plasterers, plumbers, painters, masonry, equipment rental, excavation, concrete, hardware, lumber, roofing, siding, electrical, HVAC, demolition, and many more! New building development has declined; however, emphasis has shifted to families, governments, and business owners doing more additions, repairs, improvements, and maintenance of current structures. To remain successful, many construction companies have re-focused on these lucrative remodeling jobs. The industry as a whole is experiencing a decline in new construction jobs, a steady incline in remodeling jobs, and an overall decline in construction activity. This forces construction companies to put an enormous emphasis on company promotion, advertisement and building client relationships. Construction companies are allocating more dollars to their marketing budgets for promotional products, media advertisements, direct mail programs, client references, etc. to build recognition in the industry.

Paper♥Mate®

Sharpie®

EXPO®

## Proven Sellers in the Construction Market

Paper♥Mate® **SPORT**  
RETRACTABLE



Ball Pen: \$0.34(A) • 300 Units

Paper♥Mate® **InkJoy**



Hybrid Ink Pen: \$0.76(A) • 300 Units

Paper♥Mate® **InkJoy**



Retractable Gel Ink Pen: \$3.35(A) • 100 Units

Sharpie® **SGEL**



Gel Pen: \$2.12(A) • 200 Units

Sharpie® **ROLLER**



Rollerball: \$3.23(A) • 200 Units

Sharpie® **TANK HIGHLIGHTER**



Tank Highlighter: \$2.74(A) • 200 Units

Sharpie® **MINI**



Permanent Marker: \$2.03(A) • 200 Units

Sharpie® **FINE**



Permanent Marker: \$1.85(A) • 200 Units

## Promotional Ideas for the Construction Market

- **Prospective Client Interest**—Distribute an imprinted pen at builder's parade of homes functions, conventions, show rooms, or used in conjunction with a pre-show mailing for a trade show.
- **Say "Thank You" to Your Clients**—Offer a personalized fine writing pen to clients as a way to say "thank you" for their business and solidify future company-client relationships.
- **Client Retention**—Give an imprinted pen to a client when following up with a quote, blueprint, building ideas meeting or contract signing for a lasting impression.
- **On-the-Job Uses**—Distribute imprinted Sharpie permanent markers to sub-contractors for use on job sites and as a reminder of your partnership.
- **Reiterate the Importance of Safety**—Safety is critical for any company in the construction industry as many jobs involve risk. Continue to drive the importance of safety to employees by giving them a writing instrument with a safety slogan to use on the job.
- **Employee Appreciation**—Recognize employees by handing out pens for birthdays, anniversaries, attendance awards, and in conjunction with merit increases.
- **Contract Signings**—Distribute a Sharpie SGEL with smooth gel ink to safely seal the deal on important document signings